



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

**Contract # 332045**

Schedule Dates

10/17/12-10/26/12

Advertiser

Pol/J Atkinson/D/OTH/NC (16948)

Agency

Luc, Inc. (2895)

Product

Political (1065)

Brand

2453 NC SUPERINT (137529)

Salesperson

Telerep/Atlanta, Atlanta (1044)

Sales Office

Telerep/Atlanta

Buyer Name

MILLS,AMY

Phone/Fax

/

CPE

2453

Account Types

National/Political

Billing Type

Standard

Comments

ATKINSON NC SUPERINT  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Charlotte (WSOC)**

By Broadcast Month	Spots	Rate
Oct. 2012	21	\$10,800.00
<b>Grand Total:</b>	<b>21</b>	<b>\$10,800.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	6:30A- 7A (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
2.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	6:30A- 7A (EST)	1								1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/19/12
3.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	7A- 8A (EST)	1								1	\$775.00	\$775.00	Charlotte (WSOC)	No Avail/Exception -	9/19/12
3.0.1	Closed Preempt	10/18/12	5	:30	7A- 8A (EST)	1								1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/19/12
4.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	7A- 8A (EST)	1								1	\$325.00	\$325.00	Charlotte (WSOC)	NEWS SAT	9/19/12
5.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)	1								1	\$300.00	\$300.00	Charlotte (WSOC)	NEWS SUN	9/19/12
6.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
7.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	9A- 10A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	LIVE W KELLY	9/19/12
8.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	9A- 10A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
9.0	Normal Line / Spot	10/19/12-10/19/12	5	:30	10A- 11A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	DR PHIL	9/19/12
10.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	10A- 11A (EST)	1								1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
11.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	10-58A- 11:57A (EST)	1								1	\$550.00	\$550.00	Charlotte (WSOC)	VIEW	9/19/12
12.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	10-58A- 11:57A (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
13.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	12P- 1P (EST)	1								1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12

# CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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# Contract # 332045

Schedule Dates 10/17/12-10/26/12

Advertiser Pol/J Atkinson/D/Oth/NC (16948)

Agency Luc, Inc. (2895)

Product Political (1065)

Brand 2453 NC SUPERINT (137529)

Salesperson Telerep/Atlanta, Atlanta (1044)

Sales Office

Buyer Name MILLS,AMY

Phone/Fax /

CPE 2453

Account Types National/Political

Billing Type Standard

Comments ATKINSON NC SUPERINT \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/16/12

Last Modified 10/16/12

Entered By Jill Hipskind

CO-OP No

Headline # 06322869

Demo Normal

Order Type Normal

Package Deal

Commission % 15.00

Commission \$1,620.00

Net Total \$9,180.00

Sales Tax

By Broadcast Month	21	\$10,800.00
Oct. 2012	21	\$10,800.00
Grand Total:		

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P- 1P (EST)	1		1						1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
15.0	Normal Line / Spot	10/24/12-10/24/12	5	:30	12P- 1P (EST)	1			1					1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS MIDDAY	9/19/12
16.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P- 1P (EST)	1				1				1	\$375.00	\$375.00	Charlotte (WSOC)	GENERAL HOSPITAL	9/19/12
17.0	Normal Line / Spot	10/26/12-10/26/12	5	:30	2P- 3P (EST)	1				1				1	\$375.00	\$375.00	Charlotte (WSOC)	KATIE	9/19/12
18.0	Normal Line / Spot	10/18/12-10/18/12	5	:30	3P- 4P (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
19.0	Normal Line / Spot	10/22/12-10/22/12	5	:30	3P- 4P (EST)	1			1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
20.0	Normal Line / Spot	10/17/12-10/17/12	5	:30	5P- 5:30P (EST)	1				1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS @ 5	9/19/12
21.0	Normal Line / Spot	10/25/12-10/25/12	5	:30	5P- 5:30P (EST)	1				X	X	X		1	\$775.00	\$775.00	Charlotte (WSOC)		10/16/12
22.0	M/G For 3.0.1 / Spot	10/17/12-10/19/12	6	:30	4P- 5P (EST)	1				X	X	X		1					

## CONFIRMATION CONTRACT

Date: \_\_\_\_\_ Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_ Comments: \_\_\_\_\_

Accepted Agency/Advertiser: \_\_\_\_\_

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